Claims

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1. A message pushing system (1) for sending messages t recipients, the system comprising a database (2) details of individual potential recipients, telecommunications links (5) for communicating with message sending (3) and message receiving (4) devices, the message pushing system being adapted to receive a message from a message sending means, the message comprising details of the intended recipient of the message, wherein the message pushing system compares the details of the intended recipient of the message with the database (2) of potential recipient's details thereby establishing one or more members who may be the intended recipient, the message pushing system (1) being adapted to transmit said message to the message receiving means of the one or more members who may be the intended recipient.

2. The message pushing system of Claim 1 wherein the details of individual potential recipients include details of the individual's physical appearance.

3. The message pushing system of Claim 2 wherein the details are selected from a list comprising their sex, their hair length and colour, their eye colour, their age, their skin colour, their height, and their clothing.

31 4. The message pushing system of Claim 2 wherein the database includes one or more of the e-mail address,

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mobile telephone number, name, address or other, 1 contact details of individual potential recipients. 2 3 The message pushing system of Claim 2 wherein the 4 5. 5 database also includes information about the 6 location of the recipient. 7 The message pushing system of Claim /5 wherein the 8 6. information about the location of the recipient 9 includes the current location of the recipient. 10 11 The message pushing system of claim 5 wherein the 12 7. 13 information about the location of the recipient 14 includes frequently visited locations. 15 16 8. The message pushing system of claim 5 wherein the information about the location of the recipient 17 18 includes previous Yocations. 19 20 The message pushing system of Claim 1 adapted to 21 allow potential recipients to update their details. 22 23 10. The message pushing system of Claim 9 adapted to enable potential recipients to update their details 24 25 automati/cally. 26 27 The message pushing system of Claim 9 adapted to 28 enable potential recipients to update their details 29 using their message sending means. 30 31 The message pushing system of Claim 1 adapted to

allow messages to be delivered to recipients without

1 the sender of the message knowing the identity of 2 the recipient. 3 The message pushing system of Claim 1 wherein the 4 13. comparison between the details of the potential 5 recipient and member's details on the database does 6 not need to be exact. 7 8 The message pushing system of Claim 13 wherein the 9 14. database also includes information about how close a 10 match between details is required for that message 11 to be sent to that potential redipient. 12 13 The message pushing system of Claim 1 wherein one 14 15. device can function as both a message sending means 15 and a message receiving means. 16 17 The message pushing system of Claim 15 wherein the 18 16. message sending means and message receiving means 19 are mobile telephones using WAP or I-MODE. 20 21 The message pushing system of Claim 1 wherein the 22 17. telecommunications links may comprise the internet. 23 24 The message pushing system of Claim 1 wherein the 25 18. message comprises one of an e-mail, a text message, 26 a visual message or a multi-media message. 27 28 The message pushing system of Claim 1 wherein the 29 19. database is a relational database. 30 31 The message pushing system of Claim 1 wherein the 32 20.

message is transmitted to the recipient or

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recipients only on request from the recipient or 1 2 recipients. 3 The message pushing system of Claim 20 wherein a web 4 21. site is used to display the message. 5 6 A messaging system comprising the message pushing 7 22. system of Claim 1 and a plurality/of message sending 8 and message receiving means, adapted to send 9 messages to and receive message from the message 10 pushing system. 11 12 A method of transmitting a/message to one or more 13 23. recipients, the method comprising the steps of: 14 (a) creating a database/(2) of details of the 15 appearance and location of individual potential 16 recipients for messages; 17 (b) receiving messages at a central message pushing 18 system (2), the messages including details of the 19 appearance and location of the intended recipient 20 for a message; 21 (c) comparing the details of the appearance and 22 location of the intended recipient with the details 23 stored in the database, thereby identifying one or 24 more possible intended recipients. 25 26 The method of Claim 23 further comprising the step 27 24. of sending the message to message receiving means 28 (4) be fonging to the possible intended recipients. 29 30 The method of Claim 23 wherein the details of 31 25. individual potential recipients include details of 32

the /individual's physical appearance.

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1 The method of Claim 25 wherein the details are 2 selected from a list comprising their sex, their hair length and colour, their eye colour, their age, 4 their skin colour, their height, and their clothing. 5 6 The method of Claim 23 wherein the database will 7 26. also includes the e-mail address, mobile telephone 8 number, name, address or other contact details of 9 individual/potential recipients. 10 11 The method of Claim 23 wherein the database also 12 includes information about the location of the 13 recipient. 14 The method of Claim 27 wherein the information about the location of the recipient includes the current 17 location of the recipient. 18 19 10-The method of claim 27 wherein the information about 29. 20 the location of the recipient includes frequently 21 visited locations. 22 23 31· The method of claim 27 wherein the information about 24 30. the location of the recipient includes previous 25 26 locations. 27 The method of claim 23 wherein the database also 28 includes information about how close a match between 29 details is required for that message to be sent to 30 that potential recipient. 31

The method of Claim 23 adapted to allow potentia/1 1 recipients to update their details. 2 3 34. The method of Claim 22 adapted to enable potential 4 3∕3. recipients to update their details automat/cally. 5 6 The method of Claim 32 adapted to enable potential 7 recipients to update their details using their 8 message sending means. 9 10 The method of Claim 23 wherein megsages are 11 delivered to recipients without the sender of the 12 message knowing who the recipient is. 13 14 37. The method of Claim 23 wherein the comparison 15 between the details of the potential recipient and 16 member's details on the database does not need to be 17 18 exact. 19 38 The method of Claim 36 wherein the database also 20 includes information/about how close a match between 21 details is required for that message to be sent to 22 that potential recipient. 23 24 The method of Claim 23 wherein one device can 25 function as both a message sending means and a 26 27 message receiving means. 28 The method ϕ f Claim 38 wherein the message sending 29 means and message receiving means are mobile 30 telephones using WAP or I-MODE. 31

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